WHAT IS CLAIMED IS:

1.   In a wireless device, a method of selecting an application,
said method comprising:
      receiving application specific messages from a wireless
station, said application specific messages being specific to
services provided via a wireless station transmitting said
application specific messages, and said application specific
messages comprising an application specific identifier
identifying a specific application and data corresponding to said
specific application;
      determining whether an application is present in said
wireless device that corresponds to said received application
specific identifier; and
      ignoring said correspondingly received data if it is
determined that said corresponding application is absent in said
wireless device.

2.   The method as claimed in Claim 1, further comprising
      receiving said application specific messages through packet
data transmission, prior to transmission said application
specific messages each being distributed over a plurality of
packets, and
      re-assembling said received packets into said received
application specific messages upon reception of said packets.

3.   The method as claimed in Claim 2, wherein said application
specific messages are comprised in a data stream further
comprising non-application-specific messages.

4.   The method as claimed in Claim 1, further determining, if it
has been determined that said corresponding application is

present in said wireless device, whether said corresponding application is currently active in said wireless device, and, if it has been determined that said corresponding application is active passing said correspondingly received data to said corresponding application.

5.   The method as claimed in Claim 1, further determining, if it has been determined that said corresponding application is present in said wireless device, whether said corresponding application is currently active in said wireless device, and, if it has been determined that said corresponding application is inactive only passing said correspondingly received data to said corresponding application if it has been an application specific profile in said wireless device matches with said received application specific identifier.

6.   The method as claimed in Claim 5, upon matching with said received application specific identifier, activating said corresponding application and passing said correspondingly received data to said activated corresponding application.

7.   A wireless device comprising:
     means for receiving application specific messages from a wireless station transmitting said application specific messages, said application specific messages being specific to services provided via said wireless station, and said application specific messages comprising an application specific identifier identifying a specific application and data corresponding to said specific application;
     means for determining whether an application is present in said wireless device that corresponds to said received application specific identifier; and

means for ignoring said correspondingly received data if it is determined that said corresponding application is absent in said wireless device.

8.   A wireless device as claimed in Claim 7, wherein said application specific messages are received through packet data transmission and said application specific messages each are distributed over a plurality of packets, said wireless device further comprising re-assembling means for upon reception of said packets re-assembling said received packets into said received application specific messages.

9.   A wireless device as claimed in Claim 7, wherein said application specific messages are comprised in a data stream further comprising non-application-specific messages.

10.   A wireless device as claimed in Claim 7, further comprising means for determining, if it has been determined that said corresponding application is present in said wireless device, whether said corresponding application is currently active in said wireless device, and, if it has been determined that said corresponding application is active said wireless device being configured to pass said correspondingly received data to said corresponding application.

11.   A wireless device as claimed in Claim 7, wherein said wireless station is arranged to transmit said application specific messages as additional data to data transmitted in accordance with a Bluetooth specification, said additional data being transmitted in a transmit guard space otherwise unused under said Bluetooth specification.

12. A wireless device as claimed in Claim 7, whereby said wireless station is configured to transmit over a predetermined coverage area within a system comprising further wireless stations.

13. A wireless system comprising:

a plurality of wireless devices capable of roaming through said wireless system;

a location identification server that registers locations and user identities of users of said wireless devices;

a plurality of wireless stations of limited wireless coverage within said system, said wireless stations being coupled to said location identification server,

said location identification server registering a location of a wireless device in said system when said wireless device enters into a coverage area of a wireless station in said system,

said system running a user location awareness application, said user location awareness application using said registered locations and user identities of said wireless devices.

14. A wireless system as claimed in Claim 13, wherein said registered locations include current and historical locations of said users.

15. A wireless system as claimed in Claim 14, said user location awareness application predicting future system movements of said users.

16. A wireless system as claimed in Claim 14, said user location awareness application predicting future proximities of said users to said wireless stations.

17. A wireless system as claimed in Claim 13, said user location awareness application determining proximity to a wireless station for at least one user.

18. A wireless system as claimed in Claim 17, wherein said user location awareness application determines said proximity for one user and alerts said one user of said determined proximity.

19. A wireless system as claimed in Claim 17, wherein said user location awareness application determines said proximity for two users and at least alerts one of said two users of said determined proximity for two users.

20. A wireless system as claimed in Claim 17, said wireless system being configured to modify a system function based on said determined proximity.

21. A wireless system as claimed in Claim 18, wherein a user of a wireless device sets up a user profile for contacting another user, and a wireless station is configured to match said set up user profile with profiles of other users that are within a coverage range of said matching wireless station, said modified system function being including said set up user profile into said profiles of said other users.

22. A wireless system as claimed in Claim 21, wherein said matching wireless station transmits profiles of in-range users to a wireless device coming into range of said matching wireless station.

23. A wireless system as claimed in Claim 13, wherein said system is configured to do said registration of said locations

selectively so as to filter location registration information.

24.   A wireless system as claimed in Claim 23, wherein said filtering is done at a side of said location identification server.

25.   A wireless system as claimed in Claim 23, wherein said filtering is done at a side of a wireless device.

26.   A wireless system as claimed in Claim 13, wherein said wireless stations are located at fixed geographical locations.

27.   A user location method for use in a wireless system, said user location method comprising:
     registering of locations and user identities of users of wireless devices that capable of roaming through said wireless system when said wireless devices enter into coverage areas of wireless stations in said system; and
     running a user location awareness application, said user location awareness application using said registered locations and user identities of said wireless devices.

28..   A user location method as claimed in Claim 27, said registered locations include current and historical locations of said users.

29.   A user location method as claimed in Claim 27, wherein said user location awareness application determines proximity to a wireless station for at least one user.

30.   A user location method as claimed in Claim 27, doing said registration of said locations selectively so as to filter

location registration information.

31.   A wireless device for use in a wireless system, said
wireless device comprising:
    means for causing said wireless system to register a
location of said wireless device when said wireless device enters
a coverage area of a wireless station of a limited wireless
coverage, said wireless station being configured to contact other
wireless devices that are within said coverage area;
    means for interacting with a user location awareness
application running in said system, said user location awareness
application using said registered location and registrations of
said other and still other wireless devices.

32.   A wireless device as claimed in Claim 31, weherin said
registered locations include current and historical locations of
said users.

33.   A wireless device as claimed in Claim 31, wherein said user
location awareness application determines proximity to a wireless
station for at least one user.

34.   A wireless device as claimed in Claim 31, wherein said
registration of said locations is done selectively so as to
filter location registration information.